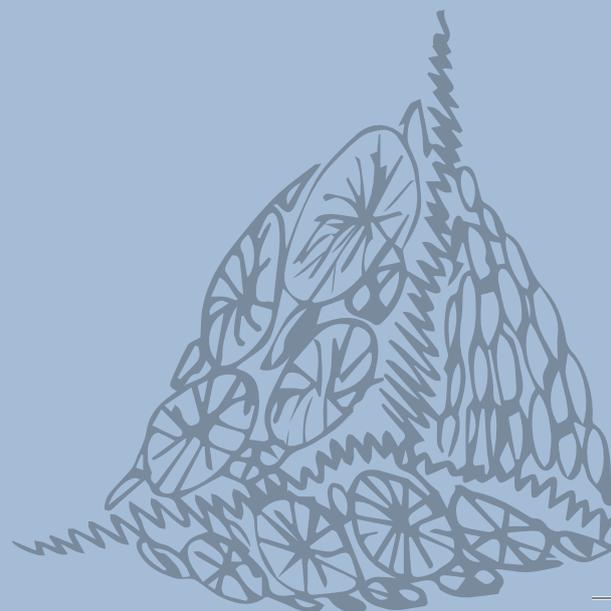


[comfort zone]
HYDRAMEMORY

24hr double hydration

SYSTEM DOSSIER



HYDRAMEMORY

WATER = HEALTH =
BEAUTY

Water is synonymous with life and wellbeing, not only for the body, but also for the skin. 70% of our body weight is composed of liquids and sometimes this concentration drops and creates a state of dehydration accompanied by a feeling of discomfort as well as physical and mental disorders, which can cause long-term effects on our health. In the same way, when there is too little water in the upper layers of the epidermis, the skin shows signs of "suffering" which can be felt and seen, and also contributes to premature aging.

Skin dehydration can be related to genetic factors, such as a deficiency of the essential elements of the hydro-lipidic barrier, which is then aggravated by external and lifestyle factors. For this reason the ideal hydrating skincare product should not only provide water but should be formulated so as to reinforce the two endogenous mechanisms which regulate hydration: the SKIN BARRIER and the optimal DIFFUSION of water throughout all the layers of the epidermis. HYDRAMEMORY offers 24HR DOUBLE HYDRATION: thanks to the exclusive combination of natural oils and high-tech active ingredients, it restores the components of the skin's barrier, stimulates Aquaporins, proteins, which like channels, facilitate the transport of water to the heart of the cell, and it guarantees an optimal water reserve, providing and stimulating new hyaluronic acid. Light "SORBET" TEXTURES WITHOUT SILICONES complete the innovative mechanism of action, which delivers immediate and lasting hydration, bestowing softness, elasticity and a healthy and vital appearance to the skin.

WE ARE WHAT WE
DRINK!

The importance of water is often underestimated, one mistakenly thinks that without food the body shuts down very quickly. However, the intake of water is so much more essential than that of food: in fact we can resist and survive for up to 15 days without food, but not more than 4-5 days without water. To understand just how essential it is, consider the fact that we are primarily made up of water: up to 80% in newborns, 70% in adults and 50% in elderly people. The role of water is transversal to many vital processes: regulates body temperature, helps to eliminate toxins, is the main constituent of the brain (85%), blood (80%), muscles (75%) and skin (70%). The human cells are composed of, and immersed in, an aqueous solution and the correct functioning of all cellular processes is intrinsically connected to the content of water. Through perspiration, thermoregulation and urination alone, we excrete OVER 3 LITERS OF LIQUIDS per day. To maintain hydration, and therefore health and vitality, it is essential to reintegrate the correct quantity and quality of water. Being thirsty is a warning sign that comes too late, indicating that there is already a notable level of dehydration in the body. Many illnesses which are treated with medications, are often nothing other than IMBALANCES CONNECTED TO A STATE OF DEHYDRATION: headache, exhaustion, difficulty concentrating, reduced physical performance, urinary infections, constipation and even a decline in the conditions of heart patients, can all be linked to insufficient hydration.

HYDRAMEMORY

DEHYDRATION AND THE SKIN

In the same way, the skin, like all the other organs, suffers when there is not sufficient water. Adequate hydration is essential to guarantee its plasticity, elasticity and a glowing, healthy appearance. When the content of water in the outermost layer of the epidermis, the stratum corneum, is low, the skin manifests various problems and at different degrees:

- appears dull, cracked and rough to the touch
- has a flaky and dry appearance
- is pale, opaque and does not look healthy
- shows wrinkles and signs of aging, even at a young age
- is more sensitive to external factors
- sensation of discomfort, with tightness and irritations.

Skin dehydration can be related to genetic causes, to the aging process and it is often also aggravated by climatic and lifestyle factors. After extensive periods of UV exposure, extreme cold, air conditioning, heating or wind, the skin tends to progressively become drier. The prolonged use of low quality, aggressive cosmetics with alcohol, or frequent washing, can contribute to further dryness. Additionally, the water content in the stratum corneum is also strongly influenced by diet: insufficient daily consumption of water, or a diet poor in unsaturated fatty acids, proteins and vitamins, can compromise the health and water balance of the skin.

THE WATER CYCLE WITHIN THE SKIN

But where does the water in the skin come from? Water follows a definite path within the different skin layers: via the blood circulation, it arrives at the dermis, where it gets stored thanks to polymers, the glycosaminoglycans (GAGs), which serve the function of retaining water. Of these, is also the hyaluronic acid, a hygroscopic molecule with extraordinary hydrating capacities. Water diffuses in a regular and constant way all the way up to the superficial layers of the epidermis. Once water arrives at the stratum corneum, a part of it is retained by the proteins of the cell membranes and by the lipids which are found there, and the other part is left free. The "free" water evaporates with a mechanism defined as the Trans Epidermal Water Loss (TEWL) which consists of the constant but unperceivable evaporation of water. This phenomenon is responsible, together with the secretions of the sweat glands, for maintaining a constant body temperature. Due to this physiological process, the cells lose a part of their water reserve, which then needs to be reintegrated with the regular use of topical hydrating treatments and by introducing water into the diet.

THE SKIN'S NATURAL HYDRATION SYSTEMS

How does the skin regulate this loss of water and maintain its ideal state of hydration? The skin provides a DOUBLE mechanism, one which is the BARRIER and the other which is the DIFFUSION of water in the different parts of the cell.

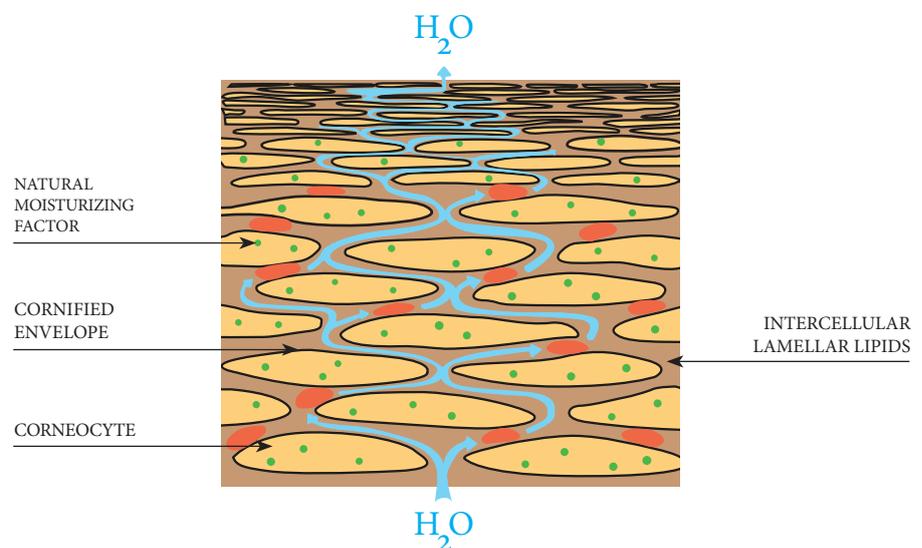
THE SKIN BARRIER

The stratum corneum, the outermost layer of the epidermis, is the true "guardian" of the skin's hydration. It is composed of keratinized dead skin cells, called corneocytes, which represent the final stage of the cellular evolution of the epidermis and have the function of creating a PROTECTIVE BARRIER which is able to limit the TEWL as well as defend the skin against external aggressions. It supposedly seems to be an arid layer, but it is actually made up of between 20-35% of water. When the level of dehydration drops below 20%, the skin starts to show signs of dehydration.

HYDRAMEMORY

The key elements for an optimal functioning of this barrier are the following:

1. NMF (Natural Moisturizing Factor) and FILAGGRIN: The NMF is the "external protective film" composed of the non lipidic and hygroscopic substances which are derived from cellular turnover. It is found in a uniform layer above the stratum corneum and helps to seal the water within the epidermis. FILAGGRIN, an indispensable protein for the creation of the corneocytes themselves, is also part of the NMF.
2. CORNIFIED ENVELOPE the seal which surrounds the corneocytes and renders them resistant.
3. INTERLAMELLAR LIPIDS, the "cement" which occludes the interstitial spaces and compacts the corneocytes together, forming a barrier of permeability for the skin (hydro-lipidic film). These lipids are different from those produced by the sebaceous glands, because they are synthesized by the keratinocytes themselves. An excessive loss or natural deficiency can lead to a greater permeability and therefore more desquamation.



DIFFUSION OF WATER

The skin has systems which facilitate the distribution and the storage of water within the cells ensuring that it is a homogenous and balanced hydration throughout the different layers of the skin. The diffusion of water depends on two factors:

1. AQUAPORINS, cell membrane proteins present in the epidermis which act as CHANNELS for the transport of water into and out of the cells. These water carriers are fundamental in facilitating the movement of water throughout the different layers of the epidermis, thereby guaranteeing optimal overall hydration.
2. HYALURONIC ACID, hydric "sponge", has an important role as a reserve of water, not only in the dermis but also in the epidermis, where it represents 30% of total skin content.

HYDRAMEMORY

HYDRAMEMORY: 24HR DOUBLE HYDRATION

HYDRAMEMORY proposes an innovative DOUBLE HYDRATION which guarantees immediate and prolonged hydration for 24 hours, restoring smoothness, elasticity and luminosity, the attributes visible in healthy skins.

The exclusive combination of biomimetic fragments of hyaluronic acid, macro hyaluronic acid, certified fair trade Moringa Oil and a blend of natural extracts, takes advantage of the skin's endogenous hydrating systems to reinforce the skin's BARRIER and to favour the CORRECT DIFFUSION of water in all the skin layers. LIGHT "SORBET" TEXTURES bestow a sensorial, refreshing and quenching experience. Ideal for all skins, the formulations can be layered, thereby modulating the level of hydration for the different personal and climatic needs.

ACTIVE INGREDIENTS

An exclusive BLEND OF NATURAL EXTRACTS guarantees the mechanism of DOUBLE HYDRATION. From apple, lentil and watermelon rind are extracted functional molecules essential for the restoration of the skin's barrier (citrulline, Sodium PCA, sodium lactate, Vitamin B5 and oligosaccharides). Along with the direct action on the SKIN'S BARRIER (synthesis of Filaggrin, integrity of the NMF and reconstruction of the cornified cell envelope) the blend promotes optimal DIFFUSION of water within the different layers of the skin (supporting the synthesis of the Aquaporins).

BIOMIMETIC FRAGMENTS OF HYALURONIC ACID penetrate the skin thanks to their small dimensions and stimulate the synthesis of new hyaluronic acid. They empower the MACRO HYALURONIC ACID in the creation of effective water reserves in the skin.

MORINGA OIL, from CERTIFIED FAIR TRADE CULTIVATIONS, also known as the "Miracle Tree", rich in omega 3, 6 and 9, Vitamin E and phytosterols, reduce TEWL, contrasting the evaporation of water and promoting an antioxidant action.

HOME CARE

The HYDRAMEMORY system comprises a hydration boosting serum, to be combined with the cream or cream gel according to the level of the skin's dehydration. To complete the offer, there is the immediate effect hydrating mask, also ideal as a "leave-on" night time treatment when the skin is especially "thirsty".

PROFESSIONAL

The professional HYDRAMEMORY treatment, proposed in the COMPLETE and EXPRESS versions, leaves the skin, neck and décolleté profoundly hydrated and silky. Thanks to the innovative biphasic mask with fragments of hyaluronic acid, empowered by the specific massage with brushes, the skin retrieves tone, softness and luminosity, preventing dehydration and the first signs of aging. In the COMPLETE version, the Comfort Touch Face Massage is included, which enhances the efficacy and pleasure of the treatment.

INTEGRATED APPROACH

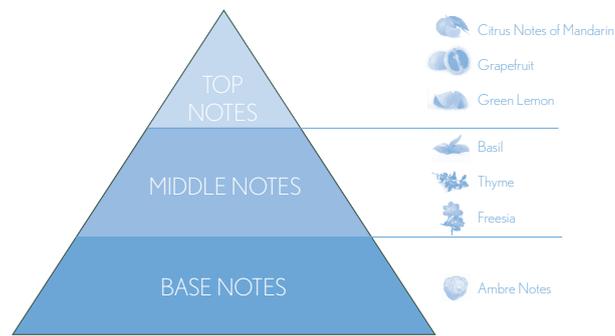


HYDRAMEMORY proposes an integrated approach which enhances the use of home-care products and professional treatments with the integration of nutritional and lifestyle advice, to significantly improve the levels of skin hydration, enhancing skin softness, smoothness and maintaining its properties and health.

HYDRAMEMORY

THE FRAGRANCE

We always select fragrances which are evocative of the action of the product and use them at minimum concentrations to make our formulas exquisite and safe on the skin.



Citrus top notes lightly embrace the green, revitalizing heart note, which is the union of basil, thyme and freesia. The result is an essence which is modern and unisex that recalls the flow of water and conveys vitality in a discreet, not potent way.

THE BEAUTY ROUTINE

	FACE			SPECIAL AREA
DAILY ROUTINE MORNING AND EVENING	 <p>ESSENCE all skin conditions all climates</p>	 <p>SERUM all skin conditions all climates</p>	 <p>+ CREAM GEL normal to mixed skins hot and humid climates</p> <p>Or</p>  <p>+ CREAM normal to dry skins temperate and cold climates</p>	 <p>EYE GEL all skin conditions all climates</p>
INTENSIVE ROUTINE TWICE A WEEK IN THE EVENING	 <p>ESSENCE all skin conditions all climates</p>	 <p>MASK all skin conditions all climates</p>	 <p>+ CREAM GEL normal to mixed skins hot and humid climates</p> <p>Or</p>  <p>+ CREAM normal to dry skins temperate and cool climates</p>	 <p>EYE GEL all skin conditions all climates</p>

SCIENCE-BASED CONSCIOUS FORMULAS™

Since skincare products feed and nourish the skin, we are extremely rigorous about what we put into our formulas. We select the finest natural-origin ingredients and oils, the most advanced high-tech molecules and carrier systems. Every ingredient is consciously chosen to guarantee the maximum efficacy, safety and sensoriality of our products. Silicones have been substituted with natural oils which provide silkiness and softness and “real active beauty” for the skin.

Our products are made in Italy with electricity from renewable resources. The packaging is entirely recyclable and has been produced with as minimal impact on the environment as possible, reducing the use of superfluous raw materials and components.



FREE FROM
SILICONES, PARABENS,
MINERAL OILS, ARTIFICIAL COLORS,
ANIMAL DERIVATIVES

ALL PACKAGING COMPONENTS
ARE RECYCLABLE

100% PAPER FROM
RESPONSIBLE SOURCES

HYDRAMEMORY

WHEN, HOW MUCH AND HOW TO DRINK?

To maintain optimal hydration, good health and beauty, we must regularly integrate the liquids, which are lost every day through various physiological activities.

But when, how much and how to drink?

There are some simple rules to follow which should become part of our daily routine.

1. **INTRODUCE 2-3 LITERS OF LIQUID PER DAY**, of which 80% in the form of drinks and 20% through solid foods.

2. **A FRESH, ENERGETIC WAKE UP**, wake up with an empty stomach and drink a glass of warm water with the juice of 1 lemon or a tablespoon of organic apple cider vinegar. This helps the body to eliminate toxins and to awaken the intestine (contrasts constipation) and rehydrates effectively.

3. **DRINK SLOWLY AND CONSTANTLY** The daily requirement of water differs from person to person, depending on age, diet, exercise habits and climate. Despite this however, everyone needs to drink at least 2 liters of water a day, and better to drink in small doses instead of large volumes. When drinking a large amount of water, it goes straight to the bladder and then it is eliminated with the urine, reducing the hydrating effects on the body.

4. **TO DRINK OR NOT TO DRINK WITH MEALS?** It is advisable to avoid drinking with meals because water interferes with the gastric juices and could slow down digestion. And in children, drinking could reduce their appetite.

5. **LISTEN TO YOUR BODY** It is important to drink before you actually feel thirsty, as usually this sensation arises when the body is already dehydrated. Also good to know is that as we age, we perceive the sensation of thirst even less.

6. **WATER AND HUNGER** Drinking before you eat contrasts the sensation of hunger. Water is therefore a good ally for the physique!

7. **AVOID WATER IN PLASTIC BOTTLES** Those in PET, especially if exposed to the sun and left in the heat, can release substances, which are potentially damaging to the organism. Furthermore, if the plastic bottles are not recycled properly, can accumulate in the rubbish dumps and finish up in rivers and oceans, damaging the flora and fauna. Rather opt for a nice bottle, which you can take with you when and wherever you go! An eco-chic, healthier solution!

HYDRAMEMORY

HOME CARE

ESSENCE

concentrated
hydrating solution



pH 4.8 - 5.3

PACKAGING
flacon
SIZE
100 ml

PRODUCT

Intensive concentrated fragrance-free solution with hydrating action thanks to 11 hydrating activators in a natural base of tamarind, integrating the natural components of the skin's hydrating factors (NMF). With an immediate hydrating action, maximizing the efficacy of the products which are applied thereafter, leaving the skin soft and radiant. SCIENCE-BASED CONSCIOUS FORMULAS™, free from silicones and with 99% natural-origin ingredients.

CHARACTERISTICS

As light as a toner but as powerful as a serum, this hydrating lotion is essential in helping the skin retrieve a state of balance and enhancing the hydrating efficacy of the Hydramemory system. The pool of natural actives promotes the mechanism of double hydration: from one side, it reduces the evaporation of water and on the other side it optimizes a homogenous distribution of water in the skin.

STRENGTHS

11 ACTIVATORS OF HYDRATION
CONCENTRATED AQUEOUS SOLUTION
FRAGRANCE-FREE

HOW IT WORKS

NMF COMPLEX: Sodium PCA*, Sodium Lactate, Fructose, Glycine, Niacinamide, Urea, Inositol are substances that are normally present in the NMF and which are delivered via the essence to maintain the integrity of the stratum corneum. The skin barrier is therefore preserved, avoiding the loss of water.

*Pyrrolidone Carboxylic Acid

TAMARIND: a plant with its origins in south-east Asia. From its seeds, polysaccharides are extracted, providing a hydrating action with a mechanism similar to that of hyaluronic acid.

BLEND OF NAUTRAL EXTRACTS OF APPLE, LENTIL and WATERMELON RIND: guarantees DOUBLE HYDRATION. The direct action on the SKIN'S BARRIER (favors the synthesis of Filaggrin, integrity of the NMF and reconstruction of the cornified cell envelope), is empowered by optimal WATER DIFFUSION in the different skin layers (promotes the synthesis of Aquaporins).

HOW TO USE

Apply morning and evening after cleansing with delicate tapping movements to favor absorption. Thereafter apply the serum.

RECOMMENDED

Ideal for dehydrated skins, for men and women and in all climates.

EFFICACY TESTS

+54% IMMEDIATE HYDRATION *

*INDEPENDENT LABORATORY TESTING
INSTRUMENTAL EVALUATION OF SERUM AND CREAM_20 PEOPLE

COMPLEMENTARY PRODUCTS



HYDRAMEMORY
SERUM



HYDRAMEMORY
CREAM GEL



HYDRAMEMORY
CREAM



HYDRAMEMORY
MASK



HYDRAMEMORY
EYE GEL

HYDRAMEMORY

HOME CARE

SERUM

24hr hydration boosting serum



pH 5-6

PACKAGING
airless glass flacon with pump
SIZE
30 ml

PRODUCT

With biomimetic fragments of hyaluronic acid and a blend of natural extracts for an intensive, prolonged hydrating action. Ideal as a preparatory step to the cream due to its lightness, it empowers the daily hydrating routine, as it stimulates hyaluronic acid synthesis. The ultra-light "sorbet" texture immediately quenches the skin, bestowing a pleasurable sensation of freshness. SCIENCE-BASED CONSCIOUS FORMULAS™, free from silicones and with 96% natural-origin ingredients.

CHARACTERISTICS

The biomimetic fragments of hyaluronic acid activate the endogenous synthesis, whilst the direct supply of hyaluronic acid bestows immediate hydration, plumpness and smoothness. The exclusive blend of natural extracts favor the restoration of the skin's barrier and the diffusion of water throughout the cells. The skin appears visibly hydrated, fresh and luminous.

STRENGTHS

BOOSTER which activates the endogenous synthesis of hyaluronic acid.
24HR DOUBLE HYDRATION.
Very light "SORBET" texture, ideal preparatory step to the cream.
FREE FROM SILICONES for "real active beauty".
UNISEX

HOW IT WORKS

BIOMIMETIC FRAGMENTS OF HYALURONIC ACID Thanks to their reduced dimensions, they can penetrate and stimulate the synthesis of new hyaluronic acid.
MACRO HYALURONIC ACID (0,1%) Strongly hydrating hygroscopic molecule which has the capacity to retain 1000 times its own weight in water. Quenches the skin and maintains elasticity and softness.
BLEND OF NATURAL EXTRACTS from APPLE, LENTIL, WATERMELON RIND Guarantees **DOUBLE HYDRATION.** The direct action on the **SKIN'S BARRIER** (favors the synthesis of Filaggrin, integrity of the NMF and reconstruction of the cornified envelope), is empowered by optimal **WATER DIFFUSION** in the different skin layers (promotes the synthesis of the Aquaporins).

HOW TO USE

Apply morning and evening to clean, dry skin with tapping movements and allow to absorb completely before proceeding with the cream or cream gel.

RECOMMENDED

Ideal for dehydrated skins, both men and women, for all climates.

WARNINGS

Contains a high concentration of hyaluronic acid, to guarantee correct application, ensure that it absorbs completely before applying the cream or cream gel.

EFFICACY TEST

+56,3% INCREASE IN HYDRATION AFTER 1 HOUR*
-22,3% DECREASE IN TRANSEPIDERMAL WATER LOSS AFTER 1 HOUR**

INDEPENDENT LABORATORY TESTING

*INSTRUMENTAL EVALUATION WITH CORNEOMETER_APPLICATION OF SERUM AND CREAM _ 20 PEOPLE

**INSTRUMENTAL EVALUATION TEWL_APPLICATION SERUM_20 PEOPLE

COMPLEMENTARY PRODUCTS



HYDRAMEMORY
ESSENCE



HYDRAMEMORY
CREAM GEL

OR



HYDRAMEMORY
CREAM



HYDRAMEMORY
MASK



HYDRAMEMORY
EYE GEL

HYDRAMEMORY

HOME CARE

CREAM GEL

24hr double hydration cream gel



pH 5-6

PACKAGING
glass vase
SIZE
60 ml

PRODUCT

Cream gel with macro hyaluronic acid, a blend of natural extracts and Moringa Oil from certified fair trade cultivations, to preserve a balanced skin hydration. The innovative light "sorbet" texture immediately quenches the skin, bestowing a pleasant sensation of freshness. Recommended for normal and mixed skins and hot, humid climates. SCIENCE-BASED CONSCIOUS FORMULAS™, free from silicones and with 92% natural-origin ingredients.

CHARACTERISTICS

The cream gel provides lipids and a blend of natural extracts which reinforce the skin's barrier and promotes the optimal diffusion of water. Hyaluronic acid helps to retain hydration ensuring that the skin is visibly plumped, hydrated, soft and smooth all day long.

STRENGTHS

24HR DOUBLE HYDRATION.

Light "SORBET" texture.

FREE FROM SILICONES for "real active beauty".

UNISEX

HOW IT WORKS

MACRO HYALURONIC ACID (0,1%) Strongly hydrating hygroscopic molecule which has the capacity to retain 1000 times its own weight in water. Quenches the skin and maintains elasticity and softness.

BLEND OF NATURAL EXTRACTS from APPLE, LENTIL, WATERMELON RIND Guarantees DOUBLE HYDRATION. The direct action on the SKIN'S BARRIER (favors the synthesis of Filaggrin, integrity of the NMF and reconstruction of the cornified cell envelope), is empowered by optimal WATER DIFFUSION in the different skin layers (promotes the synthesis of the Aquaporins).

FAIR TRADE MORINGA OIL Known as the "Miracle Tree", contributes in providing the lipidic content without being occlusive. Rich in omega 3, 6 and 9, vitamin E and phytosterols, it promotes an important hydrating and antioxidant action.

HOW TO USE

Apply morning and evening to clean, dry skin after the serum has completely absorbed. Massage to favor complete absorption.

RECOMMENDED

Ideal for dehydrated skins, both men and women, for normal, combination skins. Ideal in hot, humid climates.

WARNINGS

Contains a high concentration of hyaluronic acid, to guarantee correct application, ensure that it absorbs completely.

EFFICACY TEST

+13% INCREASE IN HYDRATION AFTER 24 HOURS*
-12,7% DECREASE IN TRANSEPIDERMAL WATER LOSS
AFTER 1 HOUR**

INDEPENDENT LABORATORY TESTING

*INSTRUMENTAL EVALUATION WITH CORNEOMETER_APPLICATION OF CREAM GEL_20 PEOPLE

**INSTRUMENTAL EVALUATION TEWL_APPLICATION CREAM GEL_20 PEOPLE

COMPLEMENTARY PRODUCTS



HYDRAMEMORY
ESSENCE



HYDRAMEMORY
SERUM



HYDRAMEMORY
MASK



HYDRAMEMORY
EYE GEL

HYDRAMEMORY

HOME CARE

CREAM

24 hr double hydration cream



pH 5-6

PACKAGING

glass vase
SIZE
60 ml

PRODUCT

Cream with macro hyaluronic acid, a blend of natural extracts and Moringa Oil from certified fair trade cultivations, to preserve a balanced skin hydration. The innovative "sorbet" texture immediately quenches the skin, bestowing a pleasant sensation of freshness. Recommended for normal, dry skins and temperate as well as cold climates. SCIENCE-BASED CONSCIOUS FORMULAS™, free from silicones and with 92% natural-origin ingredients.

CHARACTERISTICS

The cream provides lipids and a blend of natural extracts which reinforce the skin's barrier and promote the optimal diffusion of water. Hyaluronic acid helps to retain hydration ensuring that the skin is visibly plumped, hydrated, soft and smooth all day long.

STRENGTHS

24HR DOUBLE HYDRATION.

"SORBET" texture.

FREE FROM SILICONES for "real active beauty"
UNISEX

HOW IT WORKS

MACRO HYALURONIC ACID (0,1%) Strongly hydrating hygroscopic molecule which has the capacity to retain 1000 times its own weight in water. Quenches the skin and maintains elasticity and softness.

BLEND OF NATURAL EXTRACTS from APPLE, LENTIL, WATERMELON RIND Guarantees DOUBLE HYDRATION. The direct action on the SKIN'S BARRIER (favors the synthesis of Filaggrin, integrity of the NMF and reconstruction of the cornified cell envelope), is empowered by optimal WATER DIFFUSION in the different skin layers (promotes the synthesis of the Aquaporins).

FAIR TRADE MORINGA OIL Known as the "Miracle Tree", contributes in providing the lipidic content without being occlusive. Rich in omega 3, 6 and 9, vitamin E and phytosterols, it promotes an important hydrating and antioxidant action.

HOW TO USE

Apply morning and evening to clean, dry skin after the serum has completely absorbed. Massage to favor complete absorption.

RECOMMENDED

Ideal for dehydrated skins, both men and women, for normal and dry skins. Ideal in temperate and cold climates.

WARNINGS

Contains a high concentration of hyaluronic acid, to guarantee correct application, ensure that it absorbs completely.

EFFICACY TEST

+15,7% INCREASE IN HYDRATION AFTER 24 HOURS*
-17,20% DECREASE IN TRANSEPIDERMAL WATER LOSS AFTER 1 HOUR**

INDEPENDENT LABORATORY TESTING

*INSTRUMENTAL EVALUATION WITH CORNEOMETER_APPLICATION OF CREAM_20 PEOPLE

**INSTRUMENTAL EVALUATION TEWL_APPLICATION CREAM_20 PEOPLE

COMPLEMENTARY PRODUCTS



HYDRAMEMORY
ESSENCE



HYDRAMEMORY
SERUM



HYDRAMEMORY
MASK



HYDRAMEMORY
EYE GEL

HYDRAMEMORY

HOME CARE

MASK
immediate effect
hydrating mask



pH 5-6

PACKAGING
tube
SIZE
60 ml

PRODUCT

A gel leave-on mask with a high concentration of hyaluronic acid and certified fair trade Moringa Oil, which absorbs in just 3 minutes and restores optimal skin hydration. The "sorbet" texture bestows an immediate sensation of freshness and permits the product to be applied over other products. The skin is immediately hydrated, revitalized, plump and profoundly quenched. SCIENCE-BASED CONSCIOUS FORMULAS™, free from silicones and with 97% natural-origin ingredients.

CHARACTERISTICS

The mask offers an "express" hydrating action thanks to the quick absorption in just 3 minutes. The high concentration of hyaluronic acid in combination with the Moringa Oil, guarantees a reserve of water and defends against its evaporation for an immediate and intensive action, making it ideal as a night time treatment as well.

STRENGTHS

EXPRESS EFFICACY in just 3 minutes, can be left on overnight "SORBET" texture.
FREE FROM SILICONES for "real active beauty".
UNISEX

HOW IT WORKS

MACRO HYALURONIC ACID (0,35%) Strongly hydrating hygroscopic molecule which has the capacity to retain 1000 times its own weight in water. Quenches the skin and maintains elasticity and softness. FAIR TRADE MORINGA OIL Known as the "Miracle Tree" contributes in providing the lipidic content without being occlusive. Rich in omega 3, 6 and 9, vitamin E and phytosterols, it promotes an important hydrating and antioxidant action.

HOW TO USE

Apply a thin layer to face and neck and leave to absorb for 3 minutes. If necessary, remove excess residues. If skin is profoundly dehydrated, leave the mask on overnight. Use once or twice a week.

RECOMMENDED

During periods of particular dehydration, whether it be constant or temporary, for both men and women, all year round. Recommended for air travel, for those who work in closed environments, air conditioning and central heating

WARNINGS

Contains a high concentration of hyaluronic acid, to guarantee correct application, ensure that it absorbs completely.

EFFICACY TEST

+8,8% INCREASE IN HYDRATION AFTER 24 HOURS*
-8,3% DECREASE IN TRANSEPIDERMAL WATER LOSS AFTER 1 HOUR**

INDEPENDENT LABORATORY TESTING

*INSTRUMENTAL EVALUATION WITH CORNEOMETER_APPLICATION OF MASK_20 PEOPLE

**INSTRUMENTAL EVALUATION TEWL_APPLICATION MASK_20 PEOPLE

COMPLEMENTARY PRODUCTS



HYDRAMEMORY
ESSENCE



HYDRAMEMORY
SERUM



HYDRAMEMORY
CREAM GEL

OR



HYDRAMEMORY
CREAM



HYDRAMEMORY
EYE GEL

HYDRAMEMORY

HOME CARE

EYE GEL

hydrating refreshing eye gel



pH 5-5.5

PACKAGING
tube with applicator
SIZE
15 ml

PRODUCT

Fresh hydrating gel rich in polyphenols providing relief to tired eyes with puffiness and dark circles. The metal applicator ensures pleasant and functional application for an immediate refreshing and anti-fatigue action. SCIENCE-BASED CONSCIOUS FORMULAS™, free from silicones and with 98% natural-origin ingredients.

CHARACTERISTICS

Ideal for revitalizing the eye contour and protecting it against the signs of aging. The gel formula provides immediate relief, is easily absorbed and highly concentrated in vegetal extracts with antioxidant, revitalizing and protective actions. Indicated for those who spend many hours in front of the computer, during and after flights, for those who wear contact lenses and during periods of particular tiredness and lack of sleep. The perfect beauty ally to have with you at all times!

STRENGTHS

HYDRATING REFRESHING ANTI-FATIGUE GEL
FRAGRANCE-FREE
METALLIC APPLICATOR

HOW IT WORKS

MEDITERRANEAN APPLE EXTRACT: A type of apple with a red skin particularly rich in polyphenols due to prolonged sun exposure, noted for its protective antioxidant action. In vitro tests demonstrate a reduction in the levels of nitric oxide, a pro-inflammatory substance, responsible for increased vascular permeability and consequent formation of puffiness and dark circles.

BLEND OF NAUTRAL EXTRACTS OF APPLE, LENTIL and WATERMELON RIND: guarantees DOUBLE HYDRATION. The direct action on the SKIN'S BARRIER (favors the synthesis of Filaggrin, integrity of the NMF and reconstruction of the cornified cell envelope), is empowered by optimal WATER DIFFUSION in the different skin layers (promotes the synthesis of Aquaporins).

HOW TO USE

Press delicately to release a small amount of product. With the metallic part sweep along the eye contour, including the upper lids. If necessary, use the fingertips to ensure complete absorption. Apply morning and evening. Repeat the application during the day if necessary.

RECOMMENDED

Ideal for all skins, especially younger skins and for all climates.

EFFICACY TESTS

PUFFINESS REDUCED IN 90% OF THE CASES*

*INDEPENDENT LABORATORY TESTING _ INSTRUMENTAL EVALUATION OF EYE GEL AFTER 28 DAYS_20 PEOPLE

COMPLEMENTARY PRODUCTS



HYDRAMEMORY
ESSENCE



HYDRAMEMORY
SERUM



HYDRAMEMORY
CREAM GEL



HYDRAMEMORY
CREAM



HYDRAMEMORY
MASK

HYDRAMEMORY PROFESSIONAL

BIPHASIC MASK intensive hydrating mask



pH 5-6

PACKAGING
single-use sachets
SIZE
12+12 pz

PRODUCT

Biphasic mask with intensive hydrating action. A notable concentration of hyaluronic acid, both in its pure form as well as in the biomimetic fragments which stimulates hyaluronic acid synthesis. Versatile and easy to use, the product is both a mask as well as a massage cream for a profound stimulating action and restored water balance to the skin. SCIENCE-BASED CONSCIOUS FORMULAS™, free from silicones and with 98% (gel) and 92% (cream) natural-origin ingredients.

CHARACTERISTICS

The exclusive application of the product which alternates phases of processing and massage, promotes an intensive restoring action as well as the stimulation of hyaluronic acid. Visible hydrating results accompanied by a notable plumping action which smooths fine lines.

STRENGTHS

Double application MASK AND MASSAGE
HYDRATING AND PLUMPING
FREE FROM SILICONES for "real active beauty"
UNISEX

HOW IT WORKS

MACRO HYALURONIC ACID (1%) Strongly hydrating hygroscopic molecule which has the capacity to retain 1000 times its own weight in water. Quenches the skin and maintains elasticity and softness.
BIOMIMETIC FRAGMENTS OF HYALURONIC ACID Thanks to its reduced dimensions, they can penetrate and stimulate the synthesis of new hyaluronic acid.

HOW TO USE

Blend the two phases and mix well with a brush until a homogenous cream-gel mixture is obtained. Apply by following the indications on the HYDRAMEMORY technical treatment sheet.

RECOMMENDED

For both men and women all year round for an intensive action. Ideal for dehydrated skins, as well as young skins and for those that show signs of tiredness and premature aging.

COMPLEMENTARY PRODUCTS



HYDRAMEMORY
SERUM



HYDRAMEMORY
CREAM GEL



RECOVER TOUCH
MASSAGE CREAM

HYDRAMEMORY PROFESSIONAL

SERUM 24hr hydration boosting serum



pH 5-6

PACKAGING
tube
SIZE
150 ml

PRODUCT

A serum formulated with biomimetic fragments of hyaluronic acid and a blend of natural extracts for an intensive, prolonged hydrating action. Ideal as a preparatory step to the cream due to its lightness, it stimulates hyaluronic acid synthesis. The ultra-light "sorbet" texture immediately quenches the skin, bestowing a pleasurable sensation of freshness. SCIENCE-BASED CONSCIOUS FORMULAS™, free from silicones and with 96% natural-origin ingredients.

CHARACTERISTICS

The biomimetic fragments of hyaluronic acid activate the endogenous synthesis, whilst the direct supply of hyaluronic acid bestows immediate hydration, plumpness and smoothness. The exclusive blend of natural extracts favor the restoration of the skin's barrier and the diffusion of water throughout the cells. The skin appears visibly hydrated, fresh and luminous.

STRENGTHS

BOOSTER which activates the endogenous synthesis of hyaluronic acid.
24HR DOUBLE HYDRATION.
Very light "SORBET" texture, ideal preparatory step to the cream.
UNISEX

HOW IT WORKS

BIOMIMETIC FRAGMENTS OF HYALURONIC ACID Thanks to their reduced dimensions, they can penetrate and stimulate the synthesis of new hyaluronic acid.
MACRO HYALURONIC ACID (0,1%) Strongly hydrating hygroscopic molecule which has the capacity to retain 1000 times its own weight in water. Quenches the skin and maintains elasticity and softness.
BLEND OF NATURAL EXTRACTS from APPLE, LENTIL, WATERMELON RIND Guarantees DOUBLE HYDRATION. The direct action on the SKIN'S BARRIER (favors the synthesis of Filaggrin, integrity of the NMF and reconstruction of the cornified envelope), is empowered by optimal WATER DIFFUSION in the different skin layers (promotes the synthesis of the Aquaporins).

HOW TO USE

Apply and massage until completely absorbed. A product exclusively for professional use, follow the indications on the technical treatment sheets.

RECOMMENDED

For both men and women all year round for an intensive action. Ideal for dehydrated skins, as well as young skins and for those that show signs of tiredness and premature aging.

COMPLEMENTARY PRODUCTS



HYDRAMEMORY
BIPHASIC MASK



HYDRAMEMORY
CREAM GEL



RECOVER TOUCH
MASSAGE CREAM

HYDRAMEMORY PROFESSIONAL

CREAM GEL 24hr double hydration cream gel



pH 5-6

PACKAGING
tube
SIZE
250 ml

PRODUCT

Cream gel with macro hyaluronic acid, a blend of natural extracts and Moringa Oil from certified fair trade cultivations, to preserve a balanced skin hydration. The innovative light "sorbet" texture immediately quenches the skin, bestowing a pleasant sensation of freshness. SCIENCE-BASED CONSCIOUS FORMULAS™, free from silicones and with 92% natural-origin ingredients.

CHARACTERISTICS

The cream gel provides lipids and a blend of natural extracts which reinforce the skin's barrier and promotes the optimal diffusion of water. Hyaluronic acid helps to retain hydration ensuring that the skin is visibly plumper, hydrated, soft and smooth all day long.

STRENGTHS

24HR DOUBLE HYDRATION

Light "SORBET" texture

FREE FROM SILICONES for "real active beauty"

UNISEX

HOW IT WORKS

MACRO HYALURONIC ACID (0,1%) Strongly hydrating hygroscopic molecule which has the capacity to retain 1000 times its own weight in water. Quenches the skin and maintains elasticity and softness.

BLEND OF NATURAL EXTRACTS from APPLE, LENTIL, WATERMELON RIND Guarantees **DOUBLE HYDRATION**. The direct action on the **SKIN'S BARRIER** (favors the synthesis of Filaggrin, integrity of the NMF and reconstruction of the cornified envelope), is empowered by optimal **WATER DIFFUSION** in the different skin layers (promotes the synthesis of the Aquaporins).

FAIR TRADE MORINGA OIL Known as the "Miracle Tree", contributes in providing the lipidic content without being occlusive. Rich in omega 3, 6 and 9, vitamin E and phytosterols, it promotes an important hydrating and antioxidant action.

HOW TO USE

Apply the product to face, neck and décolletè and massage until completely absorbed. Follow the indications on the HYDRAMEMORY technical treatment sheet.

RECOMMENDED

For both men and women all year round for an intensive action. Ideal for dehydrated skins, as well as young skins and for those that show signs of tiredness and premature aging.

COMPLEMENTARY PRODUCTS



HYDRAMEMORY
SERUM



HYDRAMEMORY
BIPHASIC MASK

HYDRAMEMORY

COMPLETE

TREATMENT PURPOSE

A deeply hydrating, antioxidant treatment for face, neck and décolleté. Leaves the skin hydrated and silky. Restores compactness, nourishment and luminosity. Contrasts dehydration and premature aging. Offers a unique and very pleasurable experience thanks to the specific application of the mask with the brushes and the exclusive Comfort Touch Face Massage.

RECOMMENDED

For exceptionally dehydrated skins, all year round and especially in hot climates or in preparation for sun exposure. Ideal for young skins or for those showing the first signs of aging.

BENEFITS

Profound skin hydration, elasticity and luminosity
Effective antioxidant action
Contrasts premature aging

EFFICACY TESTS

Improved hydration, tone and softness for 100% of the panel.
Luminosity improved for 90% of the panel.
100% of panelists were satisfied with the treatment and would have it again.

DURATION

60 minutes

WARNINGS

The treatment is rich in hyaluronic acid and therefore advisable not to use too much of the hydrating products, particularly on young skins. If small residues are noticed upon completion of the mask application, due to the high concentration of hyaluronic acid, it indicates that the skin has reached its maximum absorption.

PROFESSIONAL PRODUCTS

TRANQUILLITY BLEND
APPROPRIATE [comfort zone] CLEANSER - TONIC- EXFOLIATOR
RECOVER TOUCH MASSAGE CREAM
HYDRAMEMORY BIPHASIC MASK
HYDRAMEMORY SERUM
HYDRAMEMORY CREAM GEL
[comfort zone] FACE BRUSH, BOWL and FACE TOWELS

TREATMENT STEPS

OPENING

1. Start the treatment with the TRANQUILLITY WELCOME RITUAL.

SKIN PREPARATION AND ANALYSIS

2. Cleanse, tone and exfoliate the face, neck and décolleté using the appropriate products according to skin condition. Remember to carry out the SKIN ANALYSIS after cleansing and toning, before the exfoliation and then re-apply the tonic

TREATMENT AND MASSAGE

3. Apply RECOVER TOUCH MASSAGE CREAM to face, neck and décolleté and massage for 10 MINUTES. When finished, remove any excess product with a hot damp towel.

4. Open the two sachets of HYDRAMEMORY BIPHASIC MASK and mix in a bowl with the use of a brush. With a brush, apply enough product for face, neck and décolleté (approximately a third of the full amount) and leave to process for 5 minutes. Apply the second dose of product and massage using the two brushes for 5 minutes. Apply the remaining product and massage with the hands until completely absorbed.

5. Remove the mask with a warm damp towel.

6. Apply tonic to cotton pads and swipe across the face to ensure that all mask residues are completely removed and to revitalize and reoxygenate the tissues. Be sure to remove product close to the hairline

7. Apply HYDRAMEMORY SERUM to face, neck and décolleté.

FINAL TOUCH

8. Conclude the treatment by applying a small amount of HYDRAMEMORY CREAM GEL.

CLOSING

Offer a cup of Match tea or rejuvenating juice, along with the PRESCRIPTION CARD with indicated products and lifestyle tips to prolong the benefits of the treatments at home.

HYDRAMEMORY

EXPRESS

TREATMENT PURPOSE

A deeply hydrating express treatment for face, neck and décolleté. Leaves the skin hydrated and silky. Restores compactness and luminosity.

RECOMMENDED

For dehydrated skins, all year round and especially in hot climates or in preparation for sun exposure. Ideal for young skins or for those showing signs of tiredness and premature aging.

BENEFITS

Profound skin hydration
Compactness and luminosity
Contrasts premature aging

EFFICACY TESTS

Improved hydration, tone and softness for 100% of the panel.
Luminosity improved for 90% of the panel.
100% of panelists were satisfied with the treatment and would have it again.

DURATION

30 minutes

WARNINGS

The treatment is rich in hyaluronic acid and therefore advisable not to use too much of the hydrating products, particularly on young skins. If small residues are noticed upon completion of the mask application, due to the high concentration of hyaluronic acid, it indicates that the skin has reached its maximum absorption.

PROFESSIONAL PRODUCTS

TRANQUILLITY BLEND
APPROPRIATE [comfort zone] CLEANSER - TONIC- EXFOLIATOR
HYDRAMEMORY BIPHASIC MASK
HYDRAMEMORY SERUM
HYDRAMEMORY CREAM GEL
[comfort zone] FACE BRUSH, BOWL and FACE TOWELS

TREATMENT STEPS

OPENING

1. Start the treatment with the TRANQUILLITY WELCOME RITUAL.

SKIN PREPARATION AND ANALYSIS

2. Cleanse, tone and exfoliate the face, neck and décolleté using the appropriate products according to skin condition. Remember to carry out the SKIN ANALYSIS after cleansing and toning, before the exfoliation and then re-apply the tonic.

TREATMENT AND MASSAGE

3. Open the two sachets of HYDRAMEMORY BIPHASIC MASK and mix in a bowl with the use of a brush. With a brush, apply enough product for face, neck and décolleté (approximately half the amount) and leave to process for 5 minutes. Apply the remaining product and massage until completely absorbed.

4. Remove the mask with a warm damp towel.

5. Apply tonic to cotton pads and swipe across the face to ensure that all mask residues are completely removed and to revitalize and reoxygenate the tissues. Be sure to remove product close to the hairline.

6. Apply HYDRAMEMORY SERUM to face, neck and décolleté.

FINAL TOUCH

7. Conclude the treatment by applying a small amount of HYDRAMEMORY CREAM GEL.

CLOSING

Offer a cup of Match tea or rejuvenating juice, along with the PRESCRIPTION CARD with indicated products and lifestyle tips to prolong the benefits of the treatments at home.

HYDRAMEMORY

AT A GLANCE - HOME CARE

24hr double hydration. Reinforcing the skin barrier, promoting water diffusion in and around the cells for an immediate and prolonged 24hr hydration. Silicone-free "sorbet" textures absorb quickly and immediately quench and refresh the skin.

BLEND OF NATURAL EXTRACTS (APPLE, LENTIL, WATERMELON RIND) favors the synthesis of the Aquaporins and Filaggrin for double hydrating action.

CERTIFIED FAIR TRADE MORINGA OIL contrasts the loss of water and the oxidative processes.

MACRO HYALURONIC ACID and BIOMIMETIC FRAGMENTS of HYALURONIC ACID guarantee immediate hydration and the synthesis of new hyaluronic acid.

	PRODUCTS	DESCRIPTION	INGREDIENTS & ACTIONS	RESULTS	SELLING TIPS	LINK PRODUCTS
HYDRATING EVERY MORNING & EVENING	 HYDRAMEMORY ESSENCE pH 4.8-5.3 100 ml	concentrated solution with immediate hydrating action enhances the action of the other products used SCIENCE-BAED CONSCIOUS FORMULAS™ without fragrance and silicones 99% natural-origin ingredients	TAMARIND powerful hydrating action, similar to hyaluronic acid blend of natural extracts NATURAL BLEND OF EXTRACTS (apple, lentil and watermelon rind) guarantees double hydration, protecting the skin's barrier and optimizing water diffusion	immediate hydration and radiance soft, velvety skin efficacy of all other Hydrmemory products are enhanced +54% immediate hydration	ideal for all skins and all climatic conditions hydration boost for skins which are exceptionally dehydrated fragrance-free	 HYDRAMEMORY SERUM  HYDRAMEMORY CREAM GEL  HYDRAMEMORY CREAM  HYDRAMEMORY MASK  HYDRAMEMORY EYE GEL
	 HYDRAMEMORY SERUM pH 5-6 30 ml	hydration boosting serum "sorbet" very light texture silicone-free 96% natural-origin ingredients	MACRO HYALURONIC ACID (0,1%) attracts water and retains it BIOMIMETIC FRAGMENTS OF HYALURONIC ACID stimulate the synthesis of hyaluronic acid NATURAL BLEND OF EXTRACTS (apple, lentil and watermelon rind) guarantees double hydration, protecting the skin's barrier and optimizing water diffusion	skin is visibly hydrated, fresh and luminous +56,3% increase in hydration after 1 hour when used with the cream -22,3% decrease in TEWL after 1 hour	recommended for all dehydrated skins very suitable for men due to the ultra-light, refreshing "sorbet" texture suggested for those who work in closed environments with not enough fresh air during and after air travel and after sun exposure ideal as a preparatory step to using the cream or cream gel	 HYDRAMEMORY ESSENCE  HYDRAMEMORY CREAM GEL  HYDRAMEMORY CREAM  HYDRAMEMORY MASK  HYDRAMEMORY EYE GEL
	 HYDRAMEMORY CREAM GEL pH 5-6 60 ml	24hr double hydration cream gel "sorbet" light texture silicone-free 92% natural-origin ingredients total content of oils 4,5%	CERTIFIED FAIR TRADE MORINGA OIL rich in omega 3, 6 and 9, phytosterols and vitamin e for a hydrating, antioxidant action MACRO HYALURONIC ACID (0,1%) attracts water and retains it NATURAL BLEND OF EXTRACTS (apple, lentil and watermelon rind) guarantees double hydration, protecting the skin's barrier and optimizing water diffusion	skin is soft, smooth, hydrated all day long bestows freshness, tone and luminosity does not occlude the pores +13% increase in hydration after 24 hours -12,7% decrease in TEWL after 1 hour	recommended for normal and combination skins hot, humid climates suitable for men due to the light, refreshing "sorbet" texture	 HYDRAMEMORY ESSENCE  HYDRAMEMORY SERUM  HYDRAMEMORY MASK  HYDRAMEMORY EYE GEL
	 HYDRAMEMORY CREAM pH 5-6 60 ml	24hr double hydration cream "sorbet" rich texture silicone-free 92% natural-origin ingredients total content of oils 16%	CERTIFIED FAIR TRADE MORINGA OIL rich in omega 3, 6 and 9, phytosterols and Vitamin E for a hydrating, antioxidant action MACRO HYALURONIC ACID (0,35%) absorbs water and retains it NATURAL BLEND OF EXTRACTS (apple, lentil and watermelon rind) guarantees double hydration, protecting the skin's barrier and optimizing water diffusion	skin is soft, smooth, hydrated all day long bestows freshness, tone and luminosity ensures a stronger barrier action without being heavy +15,7% increase in hydration after 24 hours -17,2% decrease in TEWL after 1 hour	recommended for normal to dry skins temperate and cold climates	 HYDRAMEMORY ESSENCE  HYDRAMEMORY SERUM  HYDRAMEMORY MASK  HYDRAMEMORY EYE GEL

HYDRAMEMORY

AT A GLANCE - HOME CARE

24hr double hydration. Reinforcing the skin barrier, promoting water diffusion in and around the cells for an immediate and prolonged 24hr hydration. Silicone-free "sorbet" textures absorb quickly and immediately quench and refresh the skin.

BLEND OF NATURAL EXTRACTS (APPLE, LENTIL, WATERMELON RIND) favors the synthesis of the Aquaporins and Filaggrin for double hydrating action.

CERTIFIED FAIR TRADE MORINGA OIL contrasts the loss of water and the oxidative processes.

MACRO HYALURONIC ACID and BIOMIMETIC FRAGMENTS of HYALURONIC ACID guarantee immediate hydration and the synthesis of new hyaluronic acid.

	PRODUCTS	DESCRIPTION	INGREDIENTS & ACTIONS	RESULTS	SELLING TIPS	LINK PRODUCTS
HYDRATING ONCE OR TWICE A WEEK	 HYDRAMEMORY MASK pH 5-6 60 ml	immediate effect hydrating mask leave-on, absorbs in 3 minutes "sorbet" texture silicone-free 97% natural-origin ingredients	CERTIFIED FAIR TRADE MORINGA OIL rich in omega 3, 6 and 9, phytosterols and Vitamin E for a hydrating, antioxidant action MACRO HYALURONIC ACID (0,35%) absorbs water and retains it NATURAL BLEND OF EXTRACTS (apple, lentil and watermelon rind) guarantees double hydration, protecting the skin's barrier and optimizing water diffusion	skin is immediately hydrated, plump and deeply quenched contrasts the first signs of aging and tiredness +8,8% increase in hydration after 24 hours -8,3% decrease in TEWL after 1 hour	recommended for everyone when skin is very dehydrated contrasts the appearance of tiredness and premature aging for those who work in closed environments without much fresh air during and after air travel and sun exposure for more intensive results leave the mask on overnight	 HYDRAMEMORY ESSENCE  HYDRAMEMORY SERUM  HYDRAMEMORY CREAM GEL  HYDRAMEMORY CREAM  HYDRAMEMORY EYE GEL
	 HYDRAMEMORY EYE GEL pH 5-5.5 15 ml	hydrating eye gel which gives immediate relief to tired eyes with puffiness and dark circles SCIENCE-BASED CONSCIOUS FORMULAS™ without fragrance and silicones 98% natural-origin ingredients	MEDITERRANEAN APPLE EXTRACT rich in polyphenols, reduces nitric oxide at the cutaneous level, contrasting inflammation NATURAL BLEND OF EXTRACTS (apple, lentil and watermelon rind) guarantees double hydration, protecting the skin's barrier and optimizing water diffusion	eye contour is instantly hydrated, refreshed and revitalized protects the eye contour against the signs of aging puffiness reduced in 90% of the cases	ideal for all skins, especially younger skins and all climatic conditions metallic applicator gives you a sense of immediate vitality and relief reduces puffiness and dark circles can be applied throughout the day, especially in airconditioned environments and for those who spend long hours in front of the computer fragrance-free	 HYDRAMEMORY ESSENCE  HYDRAMEMORY SERUM  HYDRAMEMORY CREAM GEL  HYDRAMEMORY CREAM  HYDRAMEMORY MASK

HYDRAMEMORY

AT A GLANCE - PROFESSIONAL

24hr double hydration. Reinforcing the skin barrier, promoting water diffusion in and around the cells for an immediate and prolonged 24hr hydration. Silicone-free "sorbet" textures absorb quickly and immediately quench and refresh the skin.

BLEND OF NATURAL EXTRACTS (APPLE, LENTIL, WATERMELON RIND) favors the synthesis of the Aquaporins and Filaggrin for double hydrating action.

CERTIFIED FAIR TRADE MORINGA OIL contrasts the loss of water and the oxidative processes.

MACRO HYALURONIC ACID and BIOMIMETIC FRAGMENTS of HYALURONIC ACID guarantee immediate hydration and the synthesis of new hyaluronic acid.

	PRODUCTS	DESCRIPTION	KEY INGREDIENTS AND ACTIONS	RESULTS	SELLING TIPS
HYDRATING	 <p>HYDRAMEMORY BIPHASIC MASK pH 5-6 12 + 12 single-use sachets</p>	<p>intensive hydrating, plumping mask</p> <p>versatile mask and massage cream</p> <p>silicone-free</p> <p>98% BASE 1 92% BASE 2 natural-origin ingredients</p>	<p>MACRO HYALURONIC ACID (1%) attracts water and retains it</p> <p>BIOMIMETIC FRAGMENTS OF HYALURONIC ACID stimulate the synthesis of hyaluronic acid</p>	<p>visible hydrating results, stimulates and restores hyaluronic acid</p> <p>plumps and softens the face's features</p>	<p>recommended for all dehydrated skins</p> <p>ideal for skins showing first signs of aging</p> <p>very suitable for men</p>
HYDRATING	 <p>HYDRAMEMORY SERUM pH 5-6 150 ml</p>	<p>hydration boosting serum</p> <p>stimulates the synthesis of hyaluronic acid</p> <p>"sorbet" very light texture</p> <p>silicone-free</p> <p>96% natural-origin ingredients</p>	<p>MACRO HYALURONIC ACID (0,1%) attracts water and retains it</p> <p>BIOMIMETIC FRAGMENTS OF HYALURONIC ACID stimulate the synthesis of hyaluronic acid</p> <p>BLEND OF NATURAL EXTRACTS (apple, lentil and watermelon rind) protects the skin's barrier and optimizes the diffusion of water</p>	<p>skin is visibly hydrated, fresh and luminous</p> <p>+56,3% increase in hydration after 1 hour when used with the cream -22,3% decrease in TEWL after 1 hour</p>	<p>recommended for all dehydrated skins</p> <p>very suitable for men due to the ultra-light, refreshing "sorbet" texture</p>
HYDRATING	 <p>HYDRAMEMORY CREAM GEL pH 5-6 250 ml</p>	<p>quickly absorbing cream gel "sorbet" light, fresh texture</p> <p>silicone-free</p> <p>92% natural-origin ingredients</p> <p>total content of oils 4,5%</p>	<p>CERTIFIED FAIRTRADE MORINGA OIL rich in omega 3, 6 and 9, phytosterols and vitamin e for a nourishing, antioxidant action</p> <p>MACRO HYALURONIC ACID (0,1%) attracts water and retains it</p> <p>BLEND OF NATURAL EXTRACTS (apple, lentil and watermelon rind) protects the skin's barrier and optimizes the diffusion of water</p>	<p>la pelle è morbida, liscia e idratata per tutta la giornata</p> <p>dona freschezza, compattezza e luminosità</p> <p>non occlude i pori</p> <p>+13 % di idratazione dopo 24 ore dall'utilizzo -12,7% diminuzione TEWL dopo 1 ora</p>	<p>recommended for all dehydrated skins</p> <p>very suitable for men due to the ultra-light, refreshing "sorbet" texture</p>

HYDRAMEMORY

AT A GLANCE - THE TREATMENT

24hr double hydration. Reinforcing the skin barrier, promoting water diffusion in and around the cells for an immediate and prolonged 24hr hydration. Silicone-free "sorbet" textures absorb quickly and immediately quench and refresh the skin.

BLEND OF NATURAL EXTRACTS (APPLE, LENTIL, WATERMELON RIND) favors the synthesis of the Aquaporins and Filaggrin for double hydrating action.

CERTIFIED FAIR TRADE MORINGA OIL contrasts the loss of water and the oxidative processes.

MACRO HYALURONIC ACID and BIOMIMETIC FRAGMENTS of HYALURONIC ACID guarantee immediate hydration and the synthesis of new hyaluronic acid.

NAME	AIM	INGREDIENTS & RESULTS	SELLING TIPS	NOTES
<p>HYDRAMEMORY COMPLETE 60 min.</p>	<p>hydrating nourishing antioxidant</p> <p>preventing and contrasting premature aging</p>	<p>a very innovative biphasic mask with macro and biomimetic fragments of hyaluronic acid with the exclusive brush application enhanced by the Comfort Touch Massage</p> <p>improved hydration, tone and softness for 100% of the panel luminosity improved for 90% of the panel</p> <p>prevents and contrasts the first signs of aging and tiredness</p>	<p>the ideal treatment for skins which are exceptionally dehydrated and show the first signs of aging</p> <p>all year round, especially in hot, humid climates</p> <p>for those who work in closed environments without much fresh air, during and after air travel and in preparation for, but also after, sun exposure</p>	<p>extraordinary efficacy and pleasure thanks to the special mask application and massage with brushes</p> <p>the treatment is accompanied by the exclusive Comfort Touch Face Massage with Recover Touch Massage Cream which contributes to the revitalizing, anti-stress effects</p>
<p>HYDRAMEMORY EXPRESS 30 min.</p>	<p>hydrating antioxidant</p> <p>preventing and contrasting premature aging</p>	<p>a very innovative biphasic mask with macro and biomimetic fragments of hyaluronic acid</p> <p>improved hydration, tone and softness for 100% of the panel luminosity improved for 90% of the panel</p> <p>prevents and contrasts the first signs of aging and tiredness</p>	<p>the ideal treatment for dehydrated and young skins and for those with signs of tiredness</p> <p>all year round, especially in hot, humid climates</p> <p>for those who work in closed environments with not a lot of fresh air, during and after air travel and in preparation for, but also after, sun exposure</p>	<p>immediate and long-lasting hydration in only 30 minutes</p> <p>the ideal unisex treatment, but also ideal for young clients and for those who are limited with time</p>

HYDRAMEMORY

AQUAPORINS

BLEND OF NATURAL
EXTRACTS OF APPLE, LENTIL
and WATERMELON RIND

CELLULAR TURNOVER

CORNEOCYTES

CORNIFIED CELL ENVELOPE

DEHYDRATION

DIFFUSION OF WATER

DOUBLE HYDRATION

FILAGGRIN

GLYCOSAMINOGLYCANS (GAGs)

HYALURONIC ACID

HYALURONIC ACID BIOMIMETIC FRAGMENTS

HYGROSCOPIC

INTERLAMELLAR LIPIDS

KERATIN

KERATINOCYTES

MEDITERRANEAN APPLE EX- TRACT

MORINGA OIL – CERTIFIED FAIR TRADE

NMF Natural Moisturizing Factor

STRATUM CORNEUM

SORBET TEXTURE

TAMARIND

TEWL (Trans Epidermal Water Loss)

GLOSSARY

Cell membrane proteins found in the epidermis which act as channels for the transport of water into and out of the cells.

Provides double hydration, with direct action on the skin barrier as well optimal water diffusion in the skin layers.

The process by which new skin cells are produced and replace the dead skin cells, migrating from the basal layer up to the epidermis. A process which lasts between 21 - 30 days.

Cells which form the stratum corneum, the protective barrier of the skin.

A highly insoluble and extremely tough structure formed beneath the cell membrane during differentiation of keratinocytes. Its main function is to provide a protective barrier against the environment.

A loss of water from the body and the skin.

The process of the transfer of water within the epidermis thanks to the channels called Aquaporins.

Immediate and lasting hydration over 24 hours thanks to the mechanisms that reinforce the skin's barrier and favor the correct diffusion of water throughout the different layers of the epidermis.

A protein which is indispensable for the creation of corneocytes and therefore for the skin's barrier and makes up part of the skin's NMF.

A family of carbohydrates that help with the maintenance and support of collagen and elastin, ensuring that these fibers can retain moisture.

Powerfully hydrating hygroscopic molecule which quenches the skin and maintains elasticity and softness. Has an important role in water storage not only in the dermis, but also within the epidermis which contains 30% of its total water reserves. Retains water and protects.

Fragmented molecules of hyaluronic acid with reduced dimensions, ensuring that they are able to penetrate the skin and stimulate the synthesis of hyaluronic acid.

Absorbing or attracting water.

The "cement" which occludes the interstitial spaces and compacts the corneocytes together, forming a barrier of permeability for the skin (hydro-lipidic film). These lipids are different from those produced by the sebaceous glands because they are synthesized by the keratinocytes themselves. An excessive loss or natural drop can lead to a greater permeability and therefore more desquamation.

A very resistant fibrous protein which makes up the stratum corneum.

Specialized epithelial cells which make up the epidermis. They originate in the basal layer and in approximately two weeks, reach the stratum corneum and then detach themselves.

Rich in polyphenols, reduces nitric oxide at the cutaneous level, contrasting the inflammatory action.

Known as the "Miracle Tree", rich in omega 3, 6 and 9, Vitamin E and phytosterols, has a hydrating and antioxidant action. The source used in HYDRAMEMORY is obtained from certified fair trade cultivation.

The external protective film composed of substances which are not lipidic or hygroscopic but that which originate from the cellular turnover, such as amino acids, lactic acid, urea, sugars and salts.

The outermost layer of the epidermis, made up of corneocytes, cells which overlap each other and are rich in keratin and filaggrin.

Fresh, hydrating texture which immediately quenches and recalls water.

Hydrating action, similar to that of hyaluronic acid.

The constant yet unperceivable evaporation of water from the organism which regulates the body's temperature.

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